



case study:

## BetandRace

Background:

Background: Frazer Nash Communications has been working with Austrian game developer Vanilla Live Games to raise awareness of 'BetandRace'.

The Objective:

The objectives: I was asked by the studio to help raise the profile of their online arcade casual city racing game BetandRace, drawing attention to the fact that the game is initially free to download and play.

The Results

After a successful online campaign with a constant stream of press releases including screens, site updates, diary features and trailers, FNC secured extensive coverage on major gaming web sites around the world

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